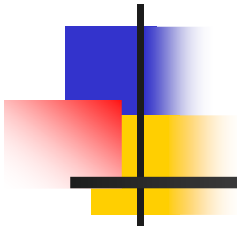


Office of the Ombudsman 2010 Annual Report



February, 2011



OMB: Mission Statement

- Support the California Air Resources Board (CARB) in achieving federal and state clean air objectives by ensuring the perspectives of California's small business owners and all stakeholders are integrated into CARB's policies, regulatory processes, and procedures. OMB is the liaison between regulated businesses, stakeholders, and CARB.



OMB: Key Functions

- Meet legal mandates for outreach, education, stakeholder engagement & business compliance assistance.
- Provide traditional Ombudsman functions of advocacy and problem investigation & resolution.
- Participate in policy development & implementation.



Legal Mandates

- 1990 Federal Clean Air Act Amendments

Outreach, small business advisors,
technical and compliance assistance,
plain language.



Legal Mandates

- CA Government Code Section 1148.5

Outreach, complaint response,
assistance, procurement goals.



Legal Mandates

- CA Education & the Environment Initiative

K-12 curriculum in science
and history-social science.



OMB: 2010 Focus AB 32 Policy

- Transparent, consistent, factual communication.
- Communication that is relevant to the stakeholder group.
- Show as well as tell.
 - <http://www.CoolCalifornia.org>.
 - Energy makeovers.



Small Business Energy Makeovers & Partners

- LA County, Lennox neighborhood
SCE, Co Supervisor, Chamber, So. Bay
Environmental Service Group, City
- Sacramento, Oak Park & Stockton Blvd
SMUD, City of Sacramento Mayor and Water Dept.
- San Diego, North Park Main Street
SDG&E, Mayor, City Council, Sustainable NorthPark
- Fresno, Fulton Mall, downtown
PG&E Energy Watch, Mayor, San Joaquin Valley
Clean Energy Office, RHA Contractors

LA Makeover



Sacramento Makeover



San Diego Makeover



Fresno Makeover





OMB: Commitments 2010

- ID a pool of small business leaders
- ID ways to include economic opportunity in strategic thinking
- Ensure SB perspectives @ policy table.



OMB: Commitments Kept

- New collaborative relationships w/small business associations.
- Promote CA business participation in SBIR, VC investment, visibility of green economy business opps.
- Every program office at CARB considers the impact of programs and policies on SB. Coordination w/Ombudsman much enhanced.

OMB: Going Forward

- Continue to enhance partnerships.
- Strengthen linkages between healthy communities,
environment, economy.
- Enhance existing tools.
- Close gaps.

